DISTRIBUTOR PITCH KIT · 2026

# VANISHED

*A True American Spirit.*

A numbered series of true single-barrel American whiskeys that cannot be made again. Releases N° 001 and N° 002: Kentucky Straight Bourbon from the Pleasureville, Kentucky distillery.







A TRUE AMERICAN SPIRITS™ SERIES
VICTORY SPIRITS DEVELOPMENT · ATLANTA, GA

01 · THE CATEGORY

# The single-barrel shelf has a credibility problem

### Everything is "rare"

The word has been used until it carries no information. Buyers discount it on sight, and so does a sales force.

### Nobody names the source

Sourced whiskey asks for trust it hasn't earned. Staff can't answer the first question a customer asks.

### The story fails a phone check

A provenance claim that falls apart in thirty seconds costs the account's confidence, not just the brand's.

*Buyers have been trained to disbelieve the category. That is the opening.*

02 · THE BRAND

# Four house standards, or it isn't a release

Every VANISHED bottle comes from one barrel whose conditions no longer exist, and carries the record that proves it.

**01**

### One barrel

No vatting, no batching, no marrying.

**02**

### A stated reason

A documented reason it can't recur, printed on the neck.

**03**

### The record

Distiller, fill date, mash bill, entry proof and bottle count on the glass.

**04**

### Nothing added

No color, no flavoring. Filtration disclosed either way.

03 · THE PROGRAM

# Finite bottles. A shelf position that refreshes.

Every release comes from one barrel and never recurs. The program behind it draws on Victory Spirits Barrel Lab, a live barrel book that already sources, values and holds custody at scale.

**500+** ACTIVE LOTS

**24** PRODUCERS

| | | |
|---|---|---|
| Nº 001 | Pleasureville, KY · Kentucky Straight Bourbon · 90 proof | Barrel one · aged 5 years · ≈259 bottles |
| Nº 002 | Pleasureville, KY · Kentucky Straight Bourbon · cask strength | Barrel two · hand-numbered · ≈196 bottles |
| Nº 003 | A Sonoma County craft distillery · American Single Malt · 9 years | No longer distilling · turns 9 on Dec 6, 2026 |
| Nº 004 | A Sonoma County craft distillery · Straight Rye · 13 years | No longer distilling · turns 13 on Nov 22, 2026 |

04 · RELEASES Nº 001 AND Nº 002

# The Pleasureville distillery

Filled in March 2021 at a distillery in Pleasureville, Kentucky, on land once owned by Squire Boone, brother of Daniel Boone.

The name it was distilled under has since vanished. The stills run on under another flag.

*Ground for inclusion: distilled under a name that no longer exists.*

| The record | |
|---|---|
| Class / type | Kentucky Straight Bourbon Whiskey |
| Distiller | A distillery in Pleasureville, Kentucky |
| Filled | March 2021 |
| Mash bill | 75% corn · 21% rye · 4% malted barley |
| Cooperage | Independent Stave · new American oak · #3 char |
| Entry proof | 120 |
| Aged | Kentucky · palletized at Kentucky Artisan Distillery |
| Age at bottling | Aged 5 years |
| Bottled | Autumn 2026 · two single barrels |

05 · RELEASES Nº 001 AND Nº 002 · TWO BARRELS

# Hand-numbered at cask strength, or at 90 proof




## Nº 002 · Cask Strength

Uncut and unfiltered. Proof and bottle number written by hand at bottling.

**≈ 196**

BOTTLES · COLLECTOR




## Nº 001 · 90 Proof

45% ABV. The pour-and-recommend expression for the bar and the shelf.

**≈ 259**

BOTTLES · VOLUME

Pre-production renders of proposed label art, COLA pending. Bottle counts are estimates until the barrel is gauged.

06 · BARREL INTELLIGENCE SCORE

# 6.5

## GOOD · OUT OF 10

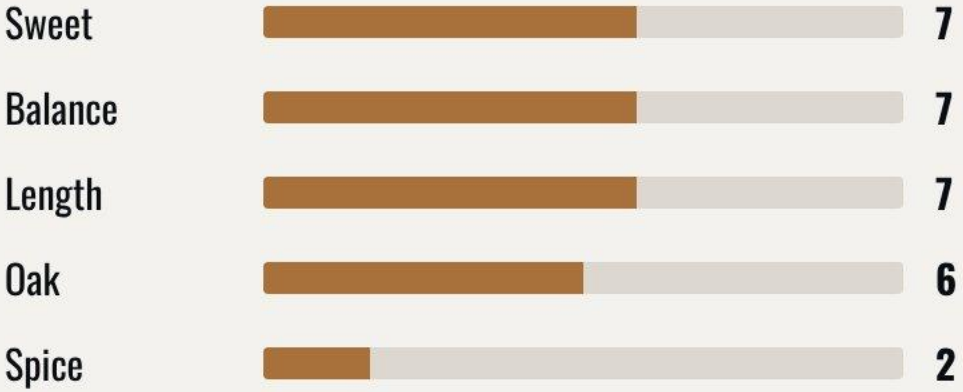
Barrel Lab's composite score for every lot it lists, computed from mash, maker, maturity and market data.




*Barrel value scores the bulk barrel's price against its valuation for barrel buyers. It does not bear on the finished bottle.

07 · FLAVOR PROFILE

# Caramel and vanilla up front, oak arriving, rye in the background




Barrel Lab flavor model, scored from mash bill, age and entry proof.

NOSE

Classic vanilla, caramel corn, light oak sweetness

PALATE

Layered caramel, vanilla bean, baking spice, light oak tannin

FINISH

Medium length, oak, caramel, soft vanilla close

Predicted profile from the Barrel Lab model. Tasting notes written from the glass replace it after the sample pull.

08 · THE CONSUMER

# Who takes it off the shelf

The enthusiast who has already paid full retail markup for a distillery single barrel, and felt it.

- Reads mash bills before labels
- Knows what a warehouse position does to a barrel
- Has been burned by a sourced bottle at least twice
- Buys on documentation, not on romance

WHAT CONVERTS

The documentation on the glass

WHAT LOSES THEM

One overclaim they can catch

Second buyer: the collector and gift buyer, drawn to a hand-numbered cask-strength bottle with a story they can retell.

# Targeted, not blanketed

| Account | Why it fits | Lead with |
|---|---|---|
| Whiskey bars with single-barrel or flight programs | The back label is the staff training script; every pour tells the story | 90 Proof |
| Independent bottle shops with allocation lists | Numbered, finite bottles feed the allocation conversation | Cask Strength |
| Steakhouse and hotel bars with premium back bars | A bottle with a story at a premium pour | 90 Proof |
| Whiskey clubs and private barrel groups | A numbered series to collect, release by release | Both |
| Not a fit: chain discount shelves and price promotions | The brand depends on restraint and a countable bottle | None |

# Every release is new news for the account

### Numbered, never reissued

Collectors follow the series. A number, once used, is spent.

### A shelf position that refreshes

One brand facing, a new barrel behind it. A reason to call every account each release.

### A story staff can repeat

The record is on the glass, so the pitch survives a busy Friday and a new bartender.

### A franchise, not a gimmick

Closed distilleries, retired recipes, final fills: seven grounds for inclusion keep the series supplied.

11 · POSITIONING

# Priced as a premium single barrel

90 PROOF · TARGET SHELF

**$59.99**

≈ 259 bottles

CASK STRENGTH · TARGET SHELF

**$99.99+**

≈ 196 bottles, hand-numbered

HOW IT SHIPS

Frontline and FOB set in each state's price build

No order takes payment before COLA approval

Shelf prices are targets, not posted prices. Bottle counts are estimates until the barrel is gauged.

12 · WHAT WE'RE ASKING FOR

# One barrel, one market, then the calendar

## 01

### A placement conversation

Which of your accounts sell single barrels on documentation rather than on discount.

## 02

### A tasting

Release N° 001 poured against what the account sells at the price, once the sample is pulled.

## 03

### A pilot

One release in one market. If it moves, we build the release calendar together.

VANISHED

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